

Equality Analysis Form

The following questions will document the effect of your service or proposed policy, procedure, working practice, strategy or decision (hereafter referred to as 'policy') on equality, and demonstrate that you have paid due regard to the Public Sector Equality Duty.

1. RESPONSIBILITY

Department	Chief Executive's	
Service	Communities Team	
Proposed policy	Plan for Change – Destination Management	
Date	24.01.13	
Officer responsible for the 'policy' and for completing the equality analysis	Name	David Fowler
	Post Title	Head of Communities
	Contact Number	(0161) 2536356
	Signature	
	Date	24.1.13
Equality officer consulted	Name	Karen Brockway
	Post Title	Practice Manager, Resources Division
	Contact Number	0161 253 5124
	Signature	<i>Karen Brockway</i>
	Date	28/01/2013

2. AIMS

What is the purpose of the policy/service and what is it intended to achieve?	<p>The Plan for Change, approved by Executive in June 2011 sets out the strategic direction for the council to manage many of the financial challenges ahead as well as new statutory responsibilities, such as the Localism Act and integration of the public health function within the local authority.</p> <p>Within the Programme of Savings the council outlined that some service areas would be subject to further review before savings were made, and this included the work the council undertakes to support Bury's tourism economy, local businesses and town centres. The review had a savings target of £89,000 for this area of work to be implemented in 2013/14 financial year</p> <p>Bury Council currently spends £243,000 on this area of work. In the current challenging financial climate where the council needs to focus its work on statutory responsibilities, such as supporting vulnerable people. The current tourism service and business support function, which is a non-statutory function and needs to be re-designed. The re-modelled work area will ensure that the</p>
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	<p>council continues to play a role in destination management and business development and liaison, but that the package in seeking to achieve this provides maximum value for money for the tax payer; takes advantage of new and emerging technology and ensures that it is fit for the future.</p>
<p>Who are the main stakeholders?</p>	<ul style="list-style-type: none"> • All Residents in Bury • Elected Members • Local Businesses and the Tourism industry • Third Sector representatives, schools and colleges in relation to the proposed Bury Ambassador programme. • Council staff • Partners across Greater Manchester Region (Marketing Manchester)

3. ESTABLISHING RELEVANCE TO EQUALITY

**3a. Using the drop down lists below, please advise whether the policy/service has either a positive or negative effect on any groups of people with protected equality characteristics.
If you answer yes to any question, please also explain why and how that group of people will be affected.**

Protected equality characteristic	Positive effect (Yes/No)	Negative effect (Yes/No)	Explanation
Race	No	No	No consequence for this strand
Disability	No	No	No consequence for this strand.
Gender	No	No	No consequence for this strand
Gender reassignment	No	No	No consequence for this strand
Age	No	No	No consequence for this strand
Sexual orientation	No	No	No consequence for this strand
Religion or belief	No	No	No consequence for this strand
Caring responsibilities	No	No	No consequence for this strand
Pregnancy or maternity	No	No	No consequence for this strand
Marriage or civil partnership	No	No	No consequence for this strand

3b. Using the drop down lists below, please advise whether or not our policy/service has relevance to the Public Sector Equality Duty. If you answer yes to any question, please explain why.

General Public Sector Equality Duties	Relevance (Yes/No)	Reason for the relevance
Need to eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Equality Act 2010	No	
Need to advance equality of opportunity between people who share a protected characteristic and those who do not (eg. by removing or minimising disadvantages or meeting needs)	No	
Need to foster good relations between people who share a protected characteristic and those who do not (eg. by tackling prejudice or promoting understanding)	Yes	The intention is for the Council to provide a more integrated approach to the work undertaken to drive footfall, spend and support to the local economy. The framework seeks to ensure that an effective programme of community events continues to be delivered.

If you answered 'YES' to any of the questions in 3a and 3b

Go straight to Question 4

If you answered 'NO' to all of the questions in 3a and 3b

Go to Question 3c and do not answer questions 4-6

3c. If you have answered 'No' to all the questions in 3a and 3b please explain why you feel that your policy/service has no relevance to equality.

This Plan for Change review proposes the establishment of a destination management approach to include local business development that this has been consulted upon prior to the presentation of this report to cabinet.

4. EQUALITY INFORMATION AND ENGAGEMENT

4a. For a service plan, please list what equality information you currently have available, **OR** for a new/changed policy or practice please list what equality information you considered and engagement you have carried out in relation to it.

Please provide a link if the information is published on the web and advise when it was last updated?

(NB. Equality information can be both qualitative and quantitative. It includes knowledge of service users, satisfaction rates, compliments and complaints, the results of surveys or other engagement activities and should be broken down by equality characteristics where relevant.)

Details of the equality information or engagement	Internet link if published	Date last updated
Views of local residents, stakeholders from the tourism economy and local business groups have been considered.	Published as part of the report to Cabinet 6 th February 2013. www.bury.gov.uk	6.2.13

4b. Are there any information gaps, and if so how do you plan to tackle them?

5. CONCLUSIONS OF THE EQUALITY ANALYSIS

What will the likely overall effect of your policy/service plan be on equality?	Although there will be reduced opening hours of the Tourist Information Centre, this is not viewed as having a negative impact on equality of access. The supported range of events is viewed as having a positive impact on cohesion.
If you identified any negative effects (see questions 3a) or discrimination what measures have you put in place to remove or mitigate them?	Non identified.
Have you identified any further ways that you can advance equality of opportunity and/or foster good relations? If so, please give details.	An Events Officer post will ensure events are promoted in the interest of the wider community and will help support the Council's community cohesion priorities. The development of a Visit Bury web-site will present an enhanced means of information access.
What steps do you intend to take now in respect of the implementation of your policy/service plan?	Cabinet report 6 th February 2013.

6. MONITORING AND REVIEW

If you intend to proceed with your policy/service plan, please detail what monitoring arrangements (if appropriate) you will put in place to monitor the ongoing effects. Please also state when the policy/service plan will be reviewed.

The next stage will be formal consultation with staff Section 188. The Department's Equality Action Plan will monitor future equality impact.

COPIES OF THIS EQUALITY ANALYSIS FORM SHOULD BE ATTACHED TO ANY REPORTS/SERVICE PLANS AND ALSO SENT TO THE EQUALITY INBOX (equality@bury.gov.uk) FOR PUBLICATION.